

Digital Communications

How to create an events page using the TMP-3-1-Event-Details template

If your department/division hosts events (separate from the public lecture programme), you can use a TMP-3-1-Event-Details template in Contensis for each event listing. It is a structured template that has specific fields relevant to events so will offer more functionality than a regular Standard Content Page.

Using the template will also mean you have the option for the event to appear in the LSE Events Search Results Page (SERP) which will help to promote your event to a wider audience. More information about this is explained in this guide.

This guide will explain:

- 1. How to create an events page using the TMP-3-1-Event-Details template**
 - a. Creating the page
 - b. Header image/colour
 - c. Event thumbnail
 - d. Event details
 - e. Ticket information
 - f. Event description
 - g. Disclaimer
 - h. Promo event
 - i. Chair and speakers
 - j. Cross-content promotion
 - k. Required metadata
 - l. Properties tab
 - m. Using accordions (optional)

- 2. Getting your event listed in the LSE Events' Search Engine Results Page (SERP)**
 - a. The role of the Events Team in the Communications Division
 - b. Who to contact if you want your event listed

- 3. The process to follow if your event is agreed to be listed in the Event SERP**
 - a. Email the LSE Events team
 - b. Next steps for approved events
 - c. If your event page is NOT LIVE
 - d. If your event page is ALREADY LIVE

1. How to create an events page using the TMP-3-1-Event-Details template

a. Creating the page

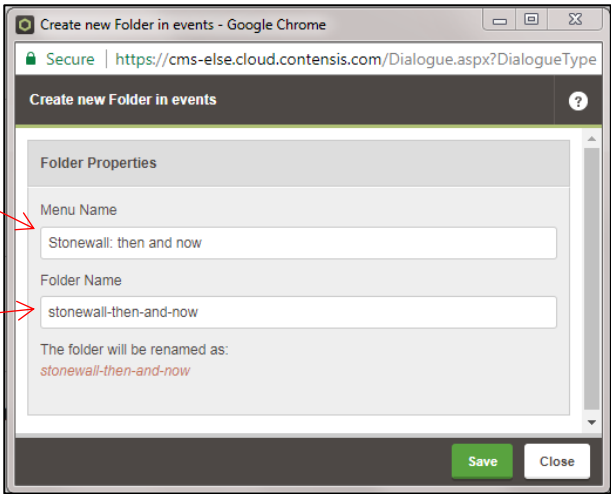
In your events folder, create another folder for the event you want to build a page for. Don't forget to make your folder name lowercase as this forms part of the URL. (you can find out more information about URL guidelines in a separate guide. Email Comms.Digital@lse.ac.uk to request it).



In your main events folder, right click and select 'new folder'. It will open a pop-up window like below

Menu name – this should be the title of your event – it will appear in the breadcrumb trail

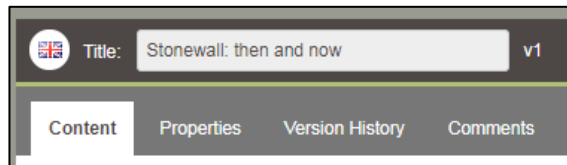
Folder name – this is the name of the folder and should be lowercase letters with no punctuation



The folder will then appear in the tree

- When the folder for your event has been created, right-click on the folder icon, and select 'new content'.
- Click on 'Web Page' at the top of the list and find the TMP-3-1-Event-Details template and click on it.
- The 'untitled' page will appear in the folder.

Change the title of the page to the title of your event. Make sure you use punctuation.



b. Header image/colour

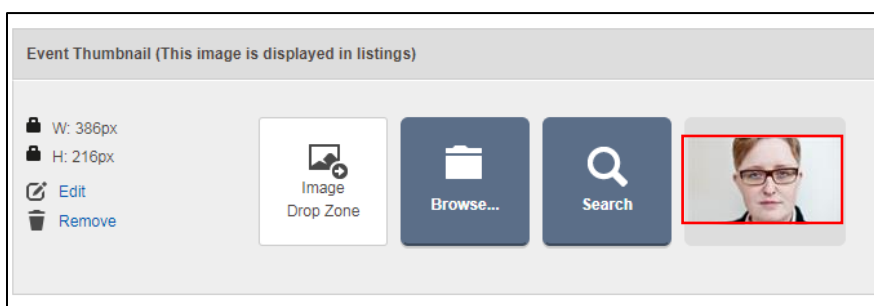
The header image/colour is the banner of the page. You can choose to use an image here but it must be cropped at **1920px X 830px** and the image file size must be around 200kb. Alternatively you can choose a colour: purple or blue.

c. Event thumbnail

You must add a thumbnail as this is what will show in the Event SERP listing and related content listings across other pages.

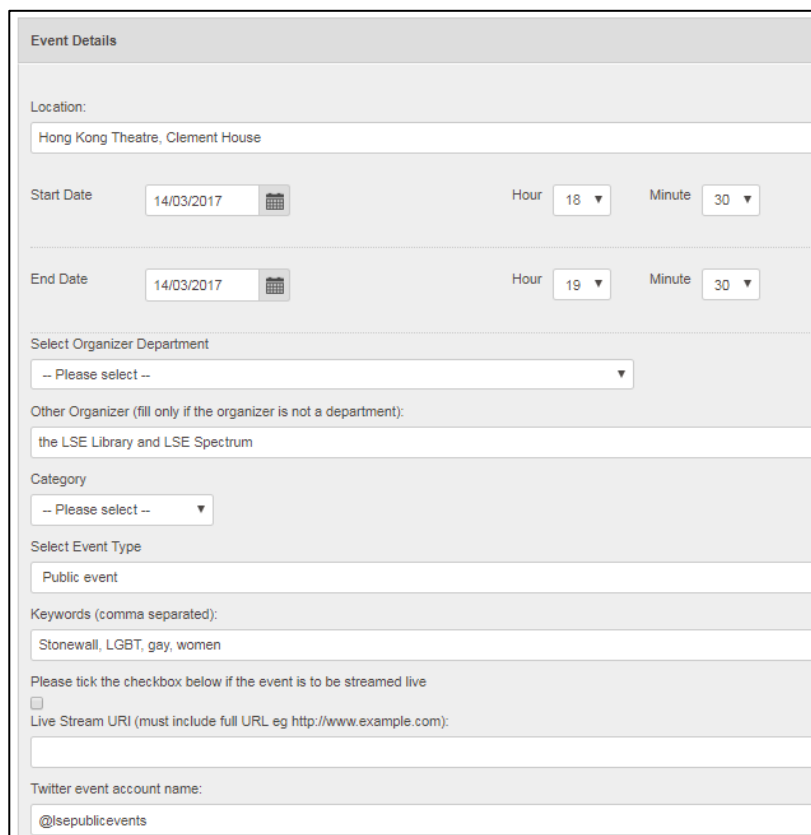
The image must be cropped at **386px X 216px** and the image file size must be under 100kb. If you do not crop to this dimension, the CMS won't accept the image.

TIP: The image crops the ends out when it pulls through to the SERP, so make sure the focal point is in the centre of the image – example below.



d. Event details

- Add the location, start date/time and end date/time.
- Select your department from the drop-down list. If it is a joint event or your department is not listed, type the details in the 'other organizer' field. You must start with 'the', so 'the LSE Library and LSE Spectrum'
- Select the category from the drop down list, if applicable. These are LSE RO codes.
- Select the event type: Public event, concert, conference, exhibition, literary festival.
- Keywords: add around 6 keywords or phrases that are associated with the event
- If the event will be live streamed, liaise with the Film & Audio team about it by emailing Comms.Filmandaudio@lse.ac.uk. Add the live stream URL if applicable.
- Add your department Twitter handle if applicable.

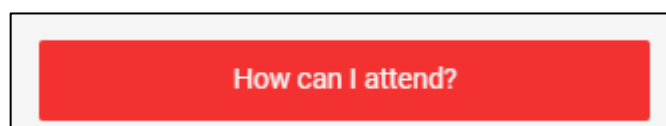


The screenshot shows a form titled "Event Details" with the following fields and values:

- Location: Hong Kong Theatre, Clement House
- Start Date: 14/03/2017, Hour: 18, Minute: 30
- End Date: 14/03/2017, Hour: 19, Minute: 30
- Select Organizer Department: -- Please select --
- Other Organizer (fill only if the organizer is not a department): the LSE Library and LSE Spectrum
- Category: -- Please select --
- Select Event Type: Public event
- Keywords (comma separated): Stonewall, LGBT, gay, women
- Please tick the checkbox below if the event is to be streamed live:
- Live Stream URI (must include full URL eg http://www.example.com):
- Twitter event account name: @lsepublicevents

e. Ticket information

- Provide a sentence or two about:
 - Ticket information, e.g. how much do the tickets cost, how many tickets are available, is it on a first come first served basis or balloted?
 - Contact details (email address and phone number) for users to get in touch with any queries.
- This information will appear in the 'how can I attend box' which will show in a pop-up modal player when clicked.



f. Event description

- Aim for 200-250 words max. Use full sentences, plain English and avoid jargon. The information needs to be clear, concise and broken into small paragraphs so that when users read it on a mobile phone, it shows digestible chunks, not long reams of text. You can include images here, ideally one at the top at 747x420 px.
- Your introduction should describe the event in one sentence. This should be a teaser to entice audiences, and will always appear **bold** at the top of the page.
 - E.g. *Ruth Hunt, Chief Executive of Stonewall, will reflect on Stonewall's history, the progress made and the work still to be done regarding equality for LGBT people with an emphasis on women.*
- Your next sentence should include information about what type of event it is, such as a lecture, a book launch, discussion, debate, or seminar.
 - E.g. *This discussion will bring together professionals from across various sectors to address the impact of the Stonewall Workplace Equality Index on LGBT+ equality in the workplace and beyond.*
- Your next sentence should explain what the audience will learn from the event. This should be a more detailed description of the event, giving the audience an idea of what they are coming along to.
- Provide brief biographies of each speaker and put them in alphabetical order of Surname. Also provide a bio of the event Chair.
 - Include each speaker's Twitter handles.
 - Hyperlink to staff people pages and departments where applicable.
- Provide a short description about the hosting department/centre/organisation.
 - E.g. *LSE Entrepreneurship runs a series of lectures, short courses, networking platforms, debates and social exchanges that explore entrepreneurship's extreme potential for change.*
 - Include Twitter handle and hyperlink to your dept/centre/org landing page.
- Include details on a hashtag that will be used so users can keep track of the event.
- **DO NOT DUPLICATE INFORMATION**
 - Entry requirements should only be included in the 'Ticket Information' section of the page.
- **AFTER THE EVENT**
 - Once the event is over, you can provide further information at the end, e.g. link to a podcast or video that was produced after the event.

g. Disclaimer

- Add this information in the disclaimer box:

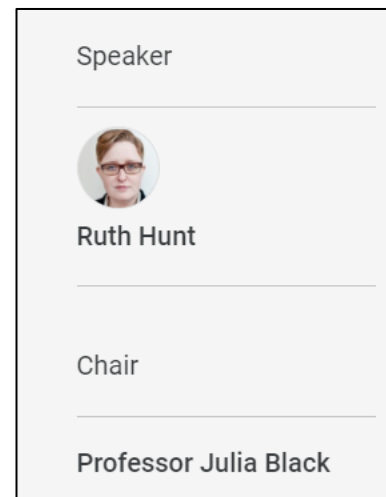
From time to time there are changes to event details so we strongly recommend checking back on this listing on the day of the event if you plan to attend.

h. Promo event

- Link to any other related events you have by clicking on browse and finding the event page in the tree. It's always worth promoting other events as it will encourage users to look at more pages.

i. Chair and speakers

- Add the full name of the chair and speakers. Add their position (or name of organisation they are from) where applicable.
- The avatar is a headshot. These should be **100px X 100px** and under 50kb file size. Browse to where the headshots are saved in your *Assets>Images* folder and select.
- Avatars are optional, but looks far better when used.



j. Cross content promotion

- Tick 'show related programmes' and select the host department from the list.
- 'Show related content' does not work at the moment so leave unticked.

k. Required metadata

- Add your metadata description. This is an important field to fill in as the description appears when posted on social media and in Google. Make sure this description is:
 - 150-160 characters long (incl spaces)
 - Contains keywords associated with your event that users might search for
 - Alludes to it being an event or lecture and at LSE.
- Here is an example of a good metadata description:
Attend a free public lecture at the London School of Economics that explores the history of LGBT rights. The event is chaired by Ruth Hunt, CEO of Stonewall.
- Add your keywords – aim for around 6. These keywords won't appear anywhere on the page, but will be crawled by search engines, so it's important to include them.

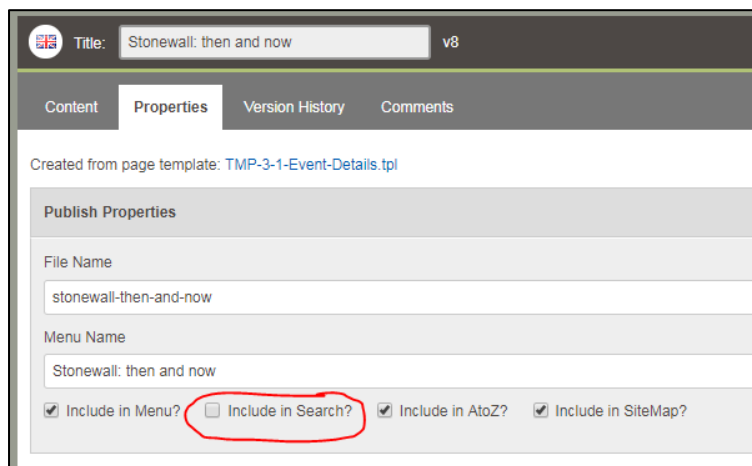
I. Properties tab

This stage is very important to get right.

- The **file name** will form part of the URL. So make sure that it:
 - Contains no punctuation, e.g. remove apostrophes, colons, full stops etc.
 - Is all lowercase letters
- The **menu name** will be visible on the page, so this will be the official title of the page. Make sure this has all the punctuation that you would expect to see on a live page.
- **The boxes underneath are currently ticked by default.**

IMPORTANT: UNTICK 'Include in search'.

This will make sure the event does not appear in the LSE Events Search Engine Results Page (SERP).

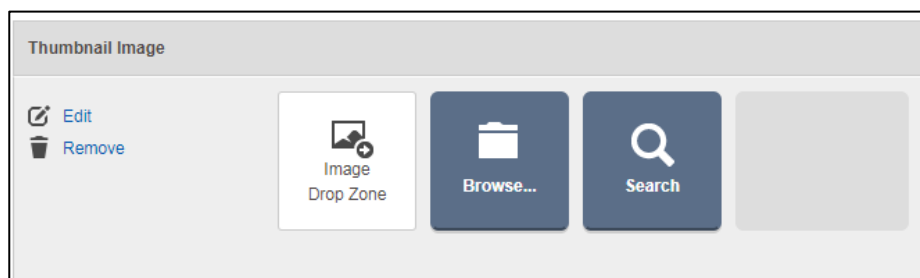


The screenshot shows the 'Properties' tab of a content management system. The title is 'Stonewall: then and now v8'. The 'Publish Properties' section contains the following fields and options:

- File Name: stonewall-then-and-now
- Menu Name: Stonewall: then and now
- Include in Menu?
- Include in Search? (circled in red)
- Include in AtoZ?
- Include in SiteMap?

- This **Thumbnail image** is the image that is pulled through on social media when you (or other users) publish a social post with the event's URL. Therefore, it's very important to use a relevant, engaging image here. This image should be cropped to **220px X 165px**.

Note: If you create a variant of an existing image for the thumb using the Contensis cropping tool, you will need to approve/publish the variant image or it won't work.

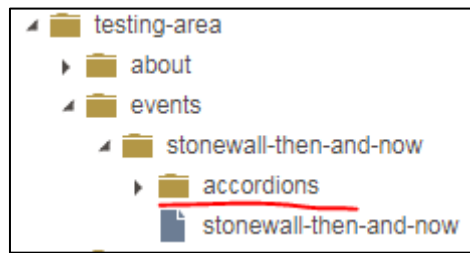


The screenshot shows the 'Thumbnail Image' section of a content management system. It includes the following elements:

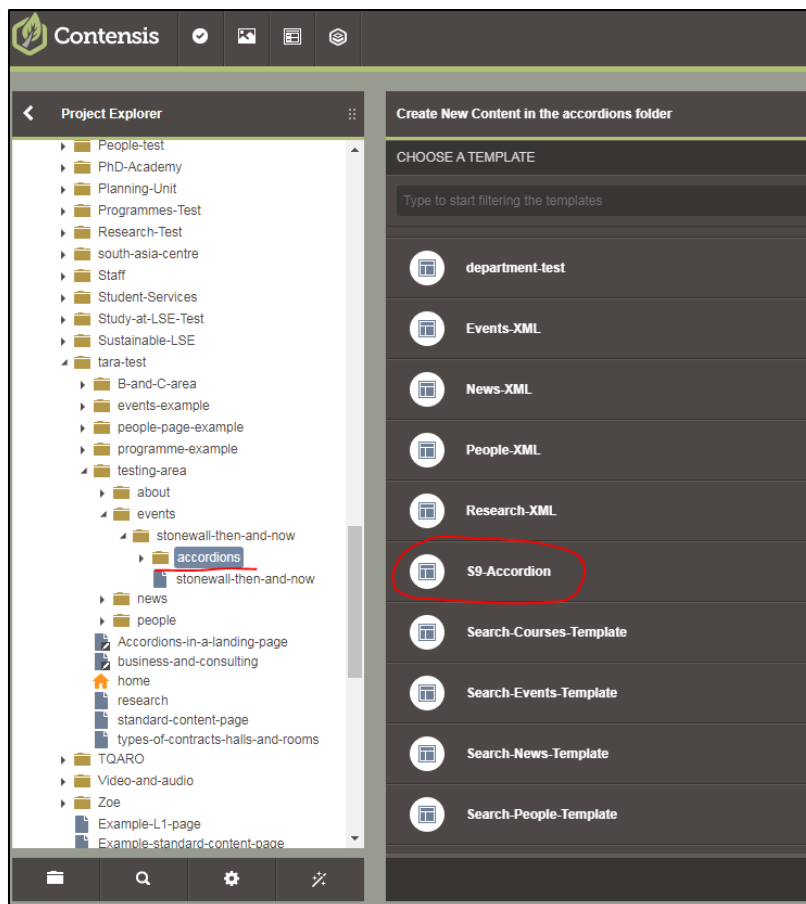
- Thumbnail Image
- Edit (with a pencil icon)
- Remove (with a trash icon)
- Image Drop Zone (with a plus icon)
- Browse... (with a folder icon)
- Search (with a magnifying glass icon)

m. Using accordions

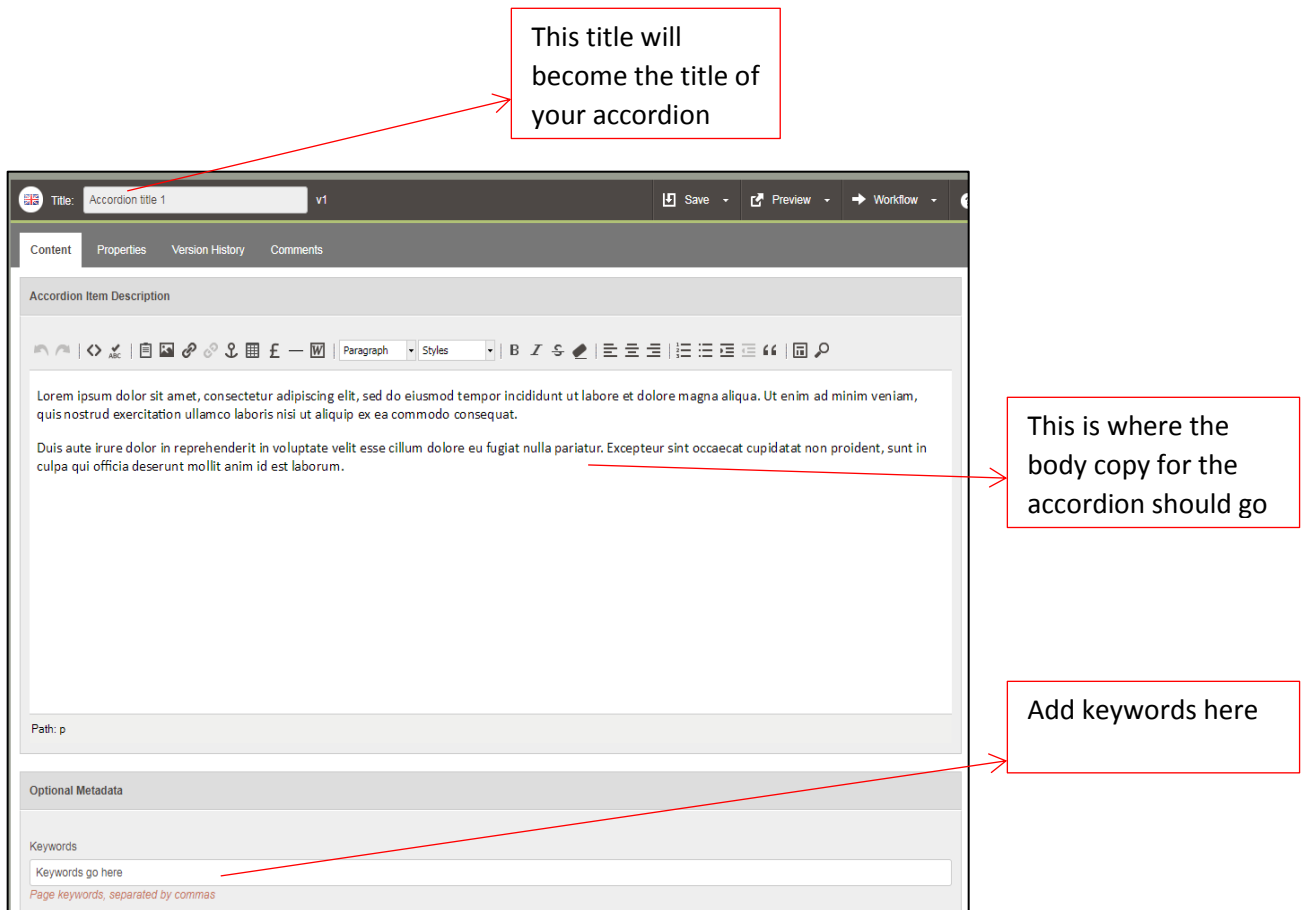
- Create a folder called 'accordions' in the folder where your event sits.



- Right-click on the accordions folder and click on 'new content'.
- Select 'web page' then select the 'S9-Accordion' template (highlighted below). If you cannot find this template, please contact your assigned web producer in the digital team.



- The S9-Accordions template will then appear in the folder as ‘untitled’.
- Click and edit the template.
- Rename the title – this will become the title of the accordion.
- Add information to the ‘Accordion item description’. You cannot use imagery.
- Add keywords into the box
- Save then submit and approve the accordion template so it is published.



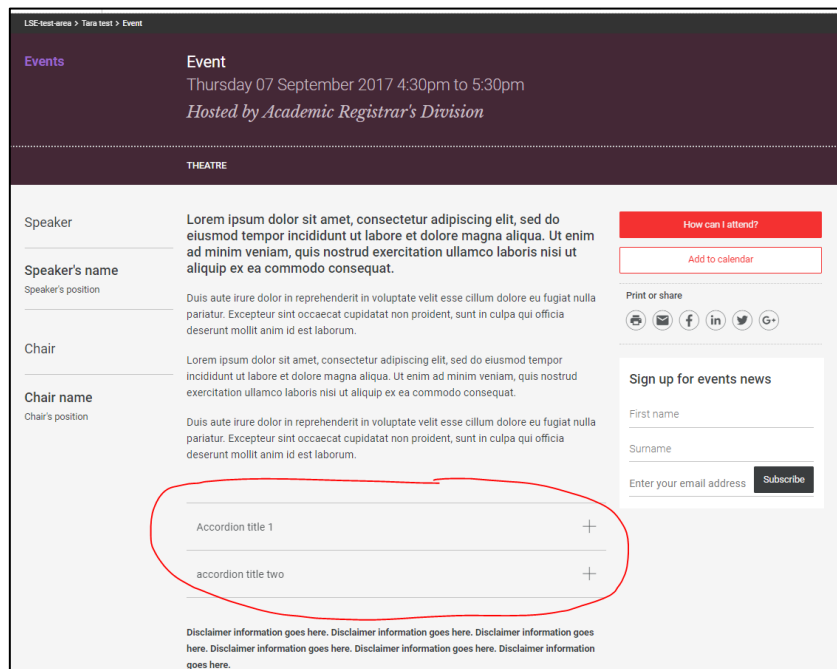
The accordion will automatically appear when you preview the page. The accordions are always placed under the description of the event and above the disclaimer information.

TIP: You can add as many accordions as you wish. If you want to change the order of the accordions, simply right-click on the main event folder then click on ‘manage menu’. You can then rearrange the accordions there.

TIP: There is some lag time between creating the accordions and it appearing on your Event Details template page in preview mode. Do give it some time to process.

TIP: Make sure you submit and approve (publish) the accordions that you create, otherwise they won’t show up when you publish your event page.

Here is how the accordions will look on an Events Details template page:



The Events team recommend including these two accordions providing information about social media coverage and wifi access. You can copy and paste the text below, (remember to include the hyperlinks).

[Accordion title] Twitter and Facebook

[Accordion information] *You can get immediate notification on the availability of an event podcast by following LSE public lectures and events on [Twitter](#), which will also inform you about the posting of transcripts and videos, the announcement of new events and other important event updates. Event updates and other information about what's happening at LSE can be found on [LSE's Facebook page](#).*

[Accordion title] WIFI Access

[Accordion information] *LSE has now introduced wireless for guests and visitors in association with 'The Cloud', also in use at many other locations across the UK. If you are on campus visiting for the day or attending a conference or event, you can connect your device to wireless. See more information and create an account at [Join the Cloud](#).*

Visitors from other participating institutions are encouraged to use eduroam. If you are having trouble connecting to [eduroam](#), please contact your home institution for assistance.

The Cloud is only intended for guest and visitor access to wifi. Existing LSE staff and students are encouraged to use [eduroam](#) instead.

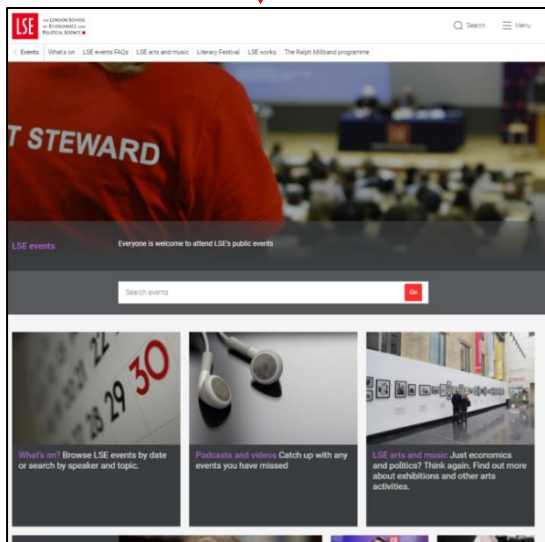
2. Getting your event listed in the LSE Events' Search Engine Results Page (SERP)

a. The role of the Events team in the Communications Division

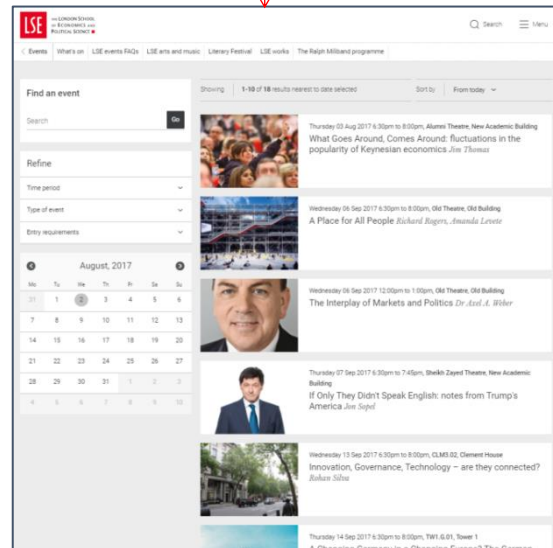
The Events team is responsible for arranging, promoting and organising all of LSE's core events which include the Public Lecture Programme (PLP), exhibition, music concerts and festivals. They are responsible for maintaining these main pages on the LSE website:

- LSE Events landing page: <http://www.lse.ac.uk/Events>
- LSE Events Search Engine Results Page (SERP): <http://www.lse.ac.uk/Events/Search-Events>

LSE Events landing page



LSE Events SERP page



b. Who to contact if you would like your event listed in the Event SERP

Not all events are suitable to be listed in the Event SERP.

If you have an event that you would like to be listed, you will need to contact the events team on Comms.Events@lse.ac.uk to ask, and include information about the event, the audience, time and date.

Generally, event listings will only be accepted in the Event SERP if:

- **the event is open to the public**
- **the event is taking place in a venue of 50+ capacity**
- **you have a confirmed room booking and event chair *before* requesting your event be included in the SERP.**
- **the event listing is submitted at least 10 working days before the event.**

3. The process to follow if your event is agreed to be listed in the Event SERP

a. Email the LSE Events team

Email Comms.Events@lse.ac.uk with:

- Your name and department/centre/organisation
- Details about the event (speakers, chair, topic, date, venue)
- How many people are expected to attend / venue capacity
- Why you think it should be listed in the Event SERP

Wait until someone responds to your email. It will usually take around 2 working days.

If your event is approved, follow the next steps.

b. Next steps for approved events

Create your event page using steps **1a-m** of this guide.

Add this additional text to the disclaimer box (1g):

Whilst we are hosting this listing, LSE Events does not take responsibility for the running and administration of this event. While we take responsible measures to ensure that accurate information is given here (for instance by checking that the room has been booked) this event is ultimately the responsibility of the organisation presenting the event.

Add an additional accordion to explain the venue's accessibility information, using this text and hyperlinks:

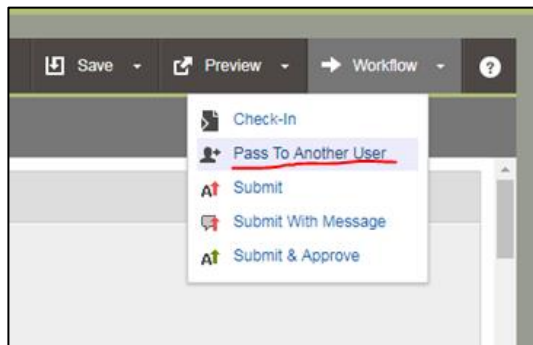
[Accordion title]: Accessibility

[Accordion information]: *If you are planning to attend this event and would like details on how to get here and what time to arrive, as well as on accessibility and special requirements, please refer to [LSE Events FAQ](#). LSE aims to ensure that people have equal access to these public events, but please contact the event's organiser as far as possible in advance if you have any access requirements, so that arrangements, where possible, can be made. If the event is ticketed, please ensure you get in touch in advance of the ticket release date. [Access Guides to all our venues can be viewed online](#).*

c. If your event page is NOT live follow these steps

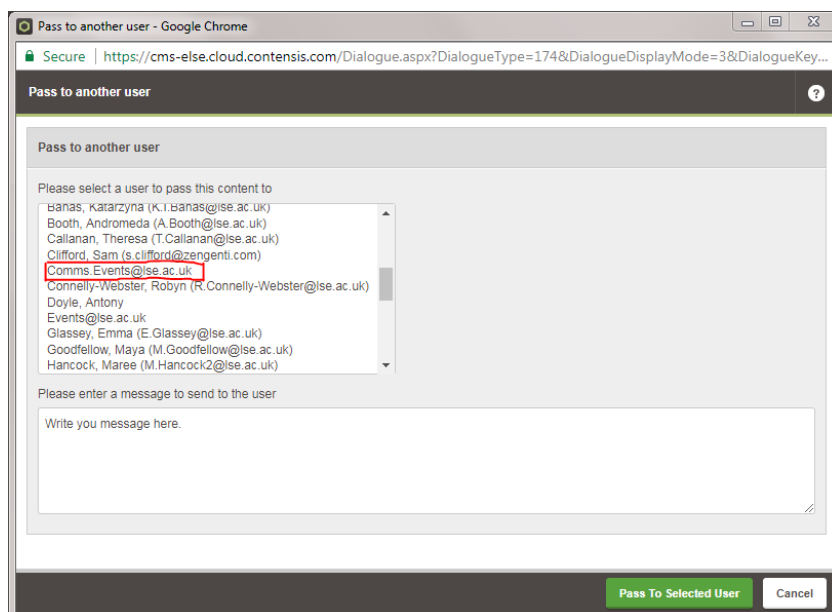
Once you are finished with your page, you can then submit the page to the Events team for them to review and approve it.

- Click on: workflow > pass to another user.



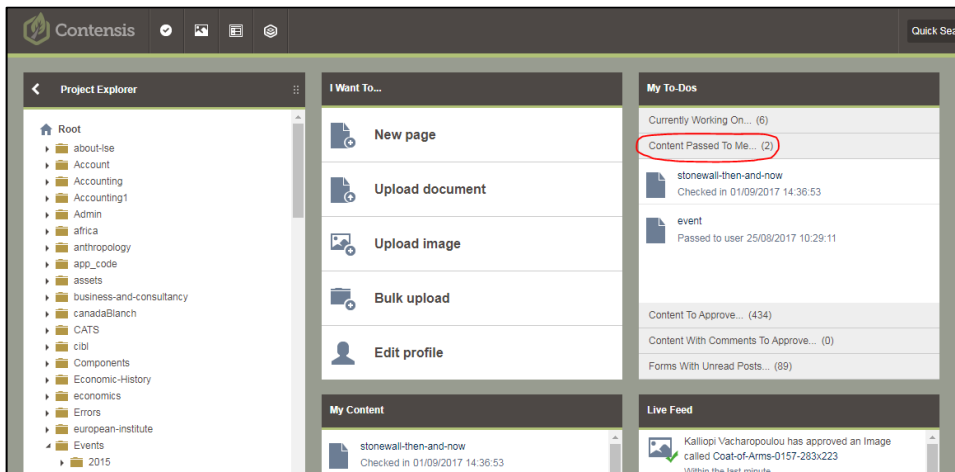
A new window will open.

- Select **Comms.Events@lse.ac.uk** from the list.
- Write your message e.g. *'Ready for you to approve this page'*.
- Click on 'pass to selected user'.

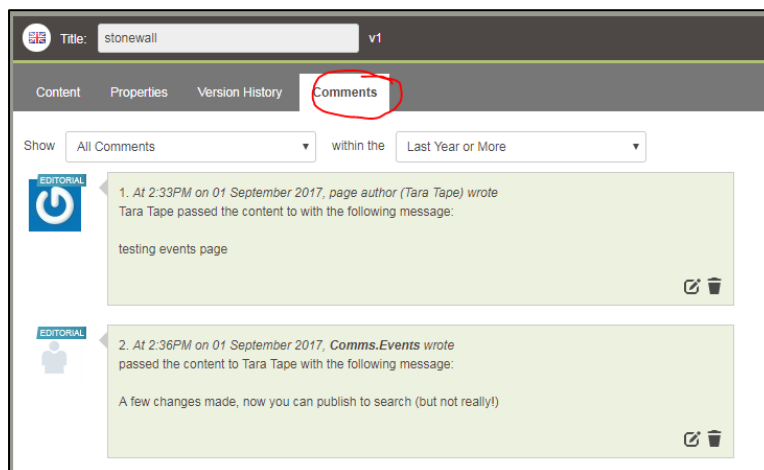


- Contensis will alert the Events team by email and they will then check your page. Please note they will respond within 5 working days.
- Once they are satisfied with it, they will then pass the page back to you. Contensis will alert you via email and you can see any comments from the Events team in the email.

IMPORTANT: Occasionally there is a delay with Contensis emailing alerts when pages have been passed to other users. It is worth looking at the Contensis dashboard (you can get to it by clicking on the Contensis logo in the top left corner). In the 'My to-dos' box, there is a section called 'content passed to me'. You can see pages that have been passed to you in there.



- Hover over the page and click the edit icon.
- View comments made by the Events team by clicking on the 'comments' tab.



- Make any necessary changes recommended by the Events team.
- Go to the Properties tab and ensure the 'Include in search' box is ticked. Doing this will ensure your listing will show in the Event SERP.
- Publish your page.

d. If your event page is ALREADY LIVE follow these steps

- Make sure you have followed the steps **1a-m** and **2b** and ensure you have included all the relevant information.
- Email the Events team Comms.Events@lse.ac.uk with information about your event and provide them with the live URL. They will respond within 2 days.
- Make any necessary changes recommended by the Events team, if applicable.
- If/when the Events team has accepted the event, go to the Properties tab and ensure the 'Include in search' box is ticked. Doing this will ensure your listing will show in the Event SERP.
- Re-publish your page.

End of document.